

Rep Order# 6840823 Ver# 1 Status New
EC'd Yes

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () HEINRICH FOR SENATE
Product political
Estimate# 2200
Buyer Cathie Herrick
Phone#
Fax#

Agency () BUYING TIME
650 MASSACHUSETTS AVE, N.W., SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 334/332/2200
Flight Dates 08/14/2012 - 08/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Printed: 08/13/2012 9:39 AM
Last Received: 08/10/2012 2:19 PM
Showing Buylines: All Lines

Traffic Order# 198032
1 of 4

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		KRQE NEWS 13 @ 5A	08/14-08/14	\$75.00	:30	1	1	TU	5A-6A	\$75.00	1	
2		KRQE NEWS 13 @ 5A	08/15-08/15	\$75.00	:30	1	1	W	5A-6A	\$75.00	1	
3		KRQE NEWS 13 @ 5A	08/16-08/16	\$75.00	:30	1	1	TH	5A-6A	\$75.00	1	
4		KRQE NEWS 13 @ 5A	08/17-08/17	\$75.00	:30	1	1	F	5A-6A	\$75.00	1	
5		KRQE NEWS 13 @ 5A	08/20-08/20	\$75.00	:30	1	1	M	5A-6A	\$75.00	1	
6		KRQE NEWS 13 @ 5A	08/21-08/21	\$75.00	:30	1	1	TU	5A-6A	\$75.00	1	
7		KRQE NEWS 13 @ 5A	08/22-08/22	\$75.00	:30	1	1	W	5A-6A	\$75.00	1	
8		KRQE NEWS 13 @ 6A	08/14-08/14	\$125.00	:30	1	1	TU	6A-7A	\$125.00	1	
9		KRQE NEWS 13 @ 6A	08/15-08/15	\$125.00	:30	1	1	W	6A-7A	\$125.00	1	
10		KRQE NEWS 13 @ 6A	08/17-08/17	\$125.00	:30	1	1	F	6A-7A	\$125.00	1	
11		THE PRICE IS RIGHT	08/15-08/15	\$300.00	:30	1	1	W	11A-12P	\$300.00	1	
12		THE PRICE IS RIGHT	08/16-08/16	\$300.00	:30	1	1	TH	11A-12P	\$300.00	1	
13		THE PRICE IS RIGHT	08/17-08/17	\$300.00	:30	1	1	F	11A-12P	\$300.00	1	
14		DR. PHIL	08/14-08/14	\$300.00	:30	1	1	TU	3P-4P	\$300.00	1	

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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
15		DR. PHIL	08/15-08/15	\$300.00 2	:30	1	1	W	3P-4P	\$300.00	1	
16		DR. PHIL	08/16-08/16	\$300.00 2	:30	1	1	TH	3P-4P	\$300.00	1	
17		DR. PHIL	08/20-08/20	\$300.00 2	:30	1	1	M	3P-4P	\$300.00	1	
18		DR. PHIL	08/22-08/22	\$125.00 4	:30	1	1	W	3P-4P	\$125.00	1	
19		CBS EVENING NEWS/KRQE NEWS 13 @ 53	08/19-08/19	\$275.00 3	:30	1	1	SU	458P-6P	\$275.00	1	
20		CBS EVENING NEWS/KRQE NEWS 13 @ 53	08/18-08/18	\$175.00 4	:30	1	1	SA	458P-6P	\$175.00	1	
21		KRQE NEWS 13 @ 430P	08/14-08/14	\$550.00 2	:30	1	1	TU	430P-5P	\$550.00	1	
22		KRQE NEWS 13 @ 430P	08/16-08/16	\$550.00 2	:30	1	1	TH	430P-5P	\$550.00	1	
23		KRQE NEWS 13 @ 430P	08/17-08/17	\$550.00 2	:30	1	1	F	430P-5P	\$550.00	1	
24		KRQE NEWS 13 @ 430P	08/20-08/20	\$550.00 2	:30	1	1	M	430P-5P	\$550.00	1	
25		KRQE NEWS 13 @ 430P	08/22-08/22	\$550.00 2	:30	1	1	W	430P-5P	\$550.00	1	
26		JEOPARDY	08/15-08/15	\$1,400.00 2	:30	1	1	W	6P-630P	\$1,400.00	1	
27		JEOPARDY	08/16-08/16	\$1,400.00 2	:30	1	1	TH	6P-630P	\$1,400.00	1	
28		JEOPARDY	08/17-08/17	\$1,400.00 2	:30	1	1	F	6P-630P	\$1,400.00	1	
29		JEOPARDY	08/21-08/21	\$1,400.00 2	:30	1	1	TU	6P-630P	\$1,400.00	1	
30		WHEEL OF FORTUNE	08/14-08/14	\$1,700.00 2	:30	1	1	TU	630P-7P	\$1,700.00	1	

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EC'd Yes

Traffic Order#

3 of 4

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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
31		WHEEL OF FORTUNE	08/20-08/20	\$1,700.00 2	:30	1	1	M	630P-7P	\$1,700.00	1	
32		KRQE NEWS 13 AT 10P	08/19-08/19	\$800.00 3	:30	1	1	SU	10P-1035P	\$800.00	1	
33		KRQE NEWS 13 AT 10P	08/18-08/18	\$700.00 3	:30	1	1	SA	10P-1035P	\$700.00	1	
34		KRQE NEWS 13 AT 10P	08/15-08/15	\$1,100.00 3	:30	1	1	W	10P-1035P	\$1,100.00	1	
35		KRQE NEWS 13 AT 10P	08/16-08/16	\$1,100.00 3	:30	1	1	TH	10P-1035P	\$1,100.00	1	
36		KRQE NEWS 13 AT 10P	08/22-08/22	\$1,100.00 3	:30	1	1	W	10P-1035P	\$1,100.00	1	
37		LATE SHOW W/DAVID LETTERMAN	08/14-08/14	\$175.00 4	:30	1	1	TU	1035P-1137P	\$175.00	1	
38		LATE SHOW W/DAVID LETTERMAN	08/15-08/15	\$175.00 4	:30	1	1	W	1035P-1137P	\$175.00	1	
39		LATE SHOW W/DAVID LETTERMAN	08/16-08/16	\$175.00 4	:30	1	1	TH	1035P-1137P	\$175.00	1	
40		LATE SHOW W/DAVID LETTERMAN	08/20-08/20	\$175.00 4	:30	1	1	M	1035P-1137P	\$175.00	1	
41		LATE SHOW W/DAVID LETTERMAN	08/21-08/21	\$175.00 4	:30	1	1	TU	1035P-1137P	\$175.00	1	
42		THE CLOSER	08/18-08/18	\$100.00 4	:30	1	1	SA	1035P-1137P	\$100.00	1	
43		HOUSE	08/19-08/19	\$100.00 4	:30	1	1	SU	1035P-1137P	\$100.00	1	
44		THE CLOSER	08/19-08/19	\$75.00 4	:30	1	1	SU	1137P-1237A	\$75.00	1	

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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
45		JEOPARDY	08/18-08/18	\$275.00	:30	1	1	SA	6P-630P	\$275.00	1	
46		KRQE NEWS 13 SUN MORNING	08/19-08/19	\$100.00	:30	1	1	SU	7A-8A	\$100.00	1	

---REPORT TOTALS---

Report Totals: 46 / \$21,650.00

---SALES MONTHLY TOTALS---

Aug 12: 46 / \$21,650.00

Sales Totals: 46 / \$21,650.00

Station Totals: 46 / \$21,650.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$65,606
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---COMPETITIVE COMMENTS---

EST SHARES

Books JUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 08/14/12-08/22/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 08/14/12

Station: KRQE

06840823	POL/Heinrich fi	198032	M-F KROE News	KROE News	:30	P4	[ALL]	political	2200	5:39:33 AM	MH12TVENV1	\$75.00
06840823	POL/Heinrich fi	198032	M-F KRQE News	KROE News	:30	P4	[ALL]	political	2200	6:37:45 AM	MH12TVENV1	\$125.00
06840823	POL/Heinrich fi	198032	Dr. Phil	3p-4p	:30	P2	[ALL]	political	2200	3:33:17 PM	MH12TVENV1	\$300.00
06840823	POL/Heinrich fi	198032	M-F KROE News	430p-5p	:30	P2	[ALL]	political	2200	4:37:40 PM	MH12TVENV1	\$550.00
06840823	POL/Heinrich fi	198032	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	political	2200	6:41:33 PM	MH12TVENV1	\$1,700.00
06840823	POL/Heinrich fi	198032	David Letterman	1035p-1137p	:30	P4	[ALL]	political	2200	11:25:30 PM	MH12TVENV1	\$175.00

\$2,925.00

\$2,925.00

Date: 08/15/12

Station: KRQE

06840823	POL/Heinrich fi	198032	M-F KROE News	KRQE News	:30	P4	[ALL]	political	2200	5:25:17 AM		\$75.00
06840823	POL/Heinrich fi	198032	M-F KRQE News	KROE News	:30	P4	[ALL]	political	2200	6:38:45 AM		\$125.00
06840823	POL/Heinrich fi	198032	Price is Right	11a-12p	:30	P3	[ALL]	political	2200	10:58:30 AM		\$300.00
06840823	POL/Heinrich fi	198032	Dr. Phil	3p-4p	:30	P2	[ALL]	political	2200	3:15:01 PM		\$300.00
06840823	POL/Heinrich fi	198032	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	political	2200	6:28:44 PM		\$1,400.00
06840823	POL/Heinrich fi	198032	LN M-F	10p-1035p	:30	P3	[ALL]	political	2200	10:17:57 PM		\$1,100.00
06840823	POL/Heinrich fi	198032	David Letterman	1035p-1137p	:30	P4	[ALL]	political	2200	10:59:15 PM		\$175.00

\$3,475.00

\$3,475.00

Date: 08/16/12

Station: KRQE

06840823	POL/Heinrich fi	198032	M-F KROE News	KRQE News	:30	P4	[ALL]	political	2200	5:46:06 AM		\$75.00
06840823	POL/Heinrich fi	198032	Price is Right	11a-12p	:30	P3	[ALL]	political	2200	11:29:56 AM		\$300.00
06840823	POL/Heinrich fi	198032	Dr. Phil	3p-4p	:30	P2	[ALL]	political	2200	3:07:08 PM		\$300.00
06840823	POL/Heinrich fi	198032	M-F KROE News	430p-5p	:30	P2	[ALL]	political	2200	4:47:55 PM		\$550.00
06840823	POL/Heinrich fi	198032	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	political	2200	6:28:59 PM		\$1,400.00
06840823	POL/Heinrich fi	198032	LN M-F	10p-1035p	:30	P3	[ALL]	political	2200	10:16:57 PM		\$1,100.00
06840823	POL/Heinrich fi	198032	David Letterman	1035p-1137p	:30	P4	[ALL]	political	2200	10:46:45 PM		\$175.00

\$3,900.00

\$3,900.00

Date: 08/17/12

Station: KRQE

06840823	POL/Heinrich fi	198032	M-F KROE News	KROE News	:30	P4	[ALL]	political	2200	5:25:47 AM		\$75.00
06840823	POL/Heinrich fi	198032	M-F KROE News	KROE News	:30	P4	[ALL]	political	2200	6:12:30 AM		\$125.00
06840823	POL/Heinrich fi	198032	Price is Right	11a-12p	:30	P3	[ALL]	political	2200	10:59:30 AM		\$300.00
06840823	POL/Heinrich fi	198032	M-F KROE News	430p-5p	:30	P2	[ALL]	political	2200	4:38:40 PM		\$550.00
06840823	POL/Heinrich fi	198032	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	political	2200	6:12:30 PM		\$1,400.00

\$2,450.00

\$2,450.00

Date: 08/18/12

Station: KRQE

06840823	POL/Heinrich fi	198032	LN Sa	10p-1035p	:30	P3	[ALL]	political	2200			\$700.00
06840823	POL/Heinrich fi	198032	Sa 6p-630p	Sa 6p-630p	:30	P3	[ALL]	political	2200			\$275.00
06840823	POL/Heinrich fi	198032	Sa 1030p-1130p	1035p-1135p	:30	P4	[ALL]	political	2200			\$100.00
06840823	POL/Heinrich fi	198032	Sa KROE News	530p-6p	:30	P4	[ALL]	political	2200			\$175.00

\$1,250.00

\$1,250.00

Date: 08/19/12

Station: KRQE

06840823	POL/Heinrich fi	198032	LN Su	10p-1035p	:30	P3	[ALL]	political	2200			\$800.00
06840823	POL/Heinrich fi	198032	EN (Sa-Su)	Sa/Su 5-6p	:30	P3	[ALL]	political	2200			\$275.00
06840823	POL/Heinrich fi	198032	Su 1130p-1230a	1135p-1235a	:30	P4	[ALL]	political	2200			\$75.00
06840823	POL/Heinrich fi	198032	KROE News	Sun 7a-8a	:30	P4	[ALL]	political	2200			\$100.00
06840823	POL/Heinrich fi	198032	Su 1030p-1130p	1035p-1135p	:30	P4	[ALL]	political	2200			\$100.00

\$1,350.00

\$1,350.00

Date: 08/20/12

Station: KRQE

[Sorted by: Date]

Spot Manager: All, 08/14/12-08/22/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/20/12												
Station: KRQE												
06840823	POL/Heinrich f	198032	M-F KROE News	KROE News	:30	P4	[ALL]	political	2200	5:32:30 AM		\$75.00
06840823	POL/Heinrich f	198032	Dr. Phil	3p-4p	:30	P2	[ALL]	political	2200	3:52:13 PM		\$300.00
06840823	POL/Heinrich f	198032	M-F KRQE News	430p-5p	:30	P2	[ALL]	political	2200	4:57:56 PM		\$550.00
06840823	POL/Heinrich f	198032	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	political	2200	6:47:48 PM		\$1,700.00
06840823	POL/Heinrich f	198032	David Letterman	1035p-1137p	:30	P4	[ALL]	political	2200	11:11:45 PM		\$175.00
												\$2,800.00
												\$2,800.00

Date: 08/21/12

Station: KRQE

06840823	POL/Heinrich f	198032	M-F KRQE News	KRQE News	:30	P4	[ALL]	political	2200	5:52:29 AM		\$75.00
06840823	POL/Heinrich f	198032	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	political	2200	6:21:14 PM		\$1,400.00
06840823	POL/Heinrich f	198032	David Letterman	1035p-1137p	:30	P4	[ALL]	political	2200	10:46:45 PM		\$175.00
												\$1,650.00
												\$1,650.00

Date: 08/22/12

Station: KRQE

06840823	POL/Heinrich f	198032	M-F KROE News	KRQE News	:30	P4	[ALL]	political	2200	5:12:51 AM		\$75.00
06840823	POL/Heinrich f	198032	Dr. Phil	3p-4p	:30	P4	[ALL]	political	2200	3:16:31 PM		\$125.00
06840823	POL/Heinrich f	198032	M-F KRQE News	430p-5p	:30	P2	[ALL]	political	2200	4:57:56 PM		\$550.00
06840823	POL/Heinrich f	198032	LN M-F	10p-1035p	:30	P3	[ALL]	political	2200	10:06:38 PM		\$1,100.00
												\$1,850.00
												\$1,850.00
												\$1,650.00

[Sorted by: Date]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date: 8/1/12
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I, Buying Time LLC,

being/on behalf of: Martin Heinrich for Senate, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate (NM)

in the General

election to be held on: November 6th, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges: \$**NET**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Martin Heinrich for Senate
P.O. Box 25763
Albuquerque, N.M. 87125

Valerie J. Borrego-Treasurer

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego-Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/1/12

Date _____

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature _____

Printed Name _____

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Martin Herrick for Senate
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Adam Sullivan

printed name

7/16/2012

date